

MakeUPⁱⁿ New York

■■■ SKINCARE & MAKEUP INSPIRATION



PRESS KIT



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JAVITS CENTER

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Edito



MakeUp in NewYork: More Than a Trade Show, a Living Promise

Every year, the same question comes up—simple on the surface, yet so powerful: Why do we come to MakeUp in NewYork? And more importantly... how do we leave it?

I find the answer with every edition. MakeUp in NewYork is not just another trade show. It's a **sensory adventure**, a journey into the heart of innovation, a rendezvous with the unexpected. It's a suspended moment where we rediscover beauty as if for the very first time.

What makes this experience so unique? It's the ability to **energize the entire industry**. This year, the most renowned trend agencies will join forces with 160+ exhibitors covering the full ecosystem: formulation, ingredients, packaging, skincare, makeup, haircare. Two days of vibrant energy where New York becomes the beating heart of the global beauty scene.

But MakeUp in NewYork is also much more: it's a **gateway to the American beauty market**. A direct, dynamic, and vibrant access to the most exciting innovations the U.S. has to offer. Here, global trends meet American ambition. Here, brands find the keys to understand, captivate, and succeed in this demanding and ever-evolving market.

Naturalness, inclusivity, transparency, efficiency... These aren't fleeting trends. They are the foundations of a new kind of beauty—more conscious, more committed. And our visitors know it: they expect more. Personalization, multifunctional formulas, solid textures, concrete commitments.

MakeUp in NewYork doesn't just follow trends. We **reveal them, live them, and share them**. Through expert-led conferences, inspiring activations, and insightful encounters, we offer brands real fuel to innovate boldly and responsibly.

Each edition is designed as a fresh start. We reject routine. We listen to the market, capture its subtle signals, and above all... we dream big.

What I can promise you is this: we will continue to make the beauty world vibrate. Stronger. Further.

See you soon in New York.

Sandra Maguarian
Co-Founder MakeUp in Shows



Key Figures

– Visitors – MakeUp in NewYork 2024

MakeUp in NewYork offers visitors privileged access to the latest innovations in makeup and skincare, providing a unique opportunity to discover the trends shaping the American market.

2024 Key Figures

4,800+

visitors

30

conferences
and workshops

2,000+

participants in conferences
and workshops

49

countries
represented

MakeUp in NewYork is a must-attend East Coast event for the most iconic legacy brands in the beauty industry. These historic players—such as Estée Lauder Companies, Coty, Revlon, and Procter & Gamble—come to the show to discover the latest innovations, meet cutting-edge suppliers, and anticipate emerging trends. Whether it's exploring new solutions, highlighted among the winners of the IT Awards, evaluating the relevance of a concept, or refining their distribution strategy, these global giants see MakeUp in NewYork as an essential source of inspiration and strategic thinking.

Legacy brands, account for **55%** of visitors, including, **58%** in **Marketing and Product Development**, **18%** in **R&D** and **9%** in **Packaging Purchasing**.

Indie brands represent 45% of the visitor base, with a majority being **CEOs and founders**.

One major trend stands out: the **skinification of makeup**. Visitors show a strong interest in solutions that combine skincare and makeup:

- **64%** are looking for dual skincare-makeup expertise
- **20%** focus exclusively on skincare
- **16%** focus on makeup

Visitor expectations are evenly distributed across the entire beauty value chain:

- **Formulation / OEM / Contract Manufacturing:** 66%
- **Full-Service Solutions:** 45%
- **Packaging:** 60%
- **Ingredients:** 48%
- **Accessories:** 30%

In other words, MakeUp in NewYork covers the entire beauty ecosystem, responding to the diverse needs of its visitors.

Some of the brands present in 2024:

BENEFIT COSMETICS | BEIERSDORF | BOBBI BROWN | CHARLOTTE TILBURY | COTY | DANESSA MYRICKS | DIEUX | E.L.F. BEAUTY | ESSIE | ESTÉE LAUDER | FENTY BEAUTY | FRESH | GLOSSIER | GLOW RECIPE | HOURGLASS | ILIA BEAUTY | IT COSMETICS | JEFFREE STAR COSMETICS INC. | JOHNSON & JOHNSON | JUVIA'S PLACE | KENDO | KIEHL'S | KYLIE COSMETICS | LA MER | LAURA MERCIER | L'OREAL | LVMH | MAC | MAKEUP BY MARIO | MAYBELLINE | MILANI | MILK MAKEUP | NARS | OLAPLEX | ORIGINS | PAT MCGRATH | PATRICK TA | PEACE OUT SKINCARE | PROCTOR & GAMBLE | R.E.M BEAUTY BY ARIANA GRANDE | RARE BEAUTY BY SELENA GOMEZ | REVLON | REVLON | SEPHORA | SHISEIDO | SOL DE JANEIRO | STILA COSMETICS | SUPERGOOP! | TARTE | TOM FORD BEAUTY | TULA | ULTA | UNILEVER |

Key Figures

– Exhibitors - MakeUp in NewYork 2025

The 2025 exhibitors embody the diversity and richness of the cosmetics industry. Their presence underscores the importance of a show that blends tradition, innovation, and opportunity.

Exhibitors benefit from unparalleled visibility among key decision-makers in the American beauty industry. MakeUp in NewYork is the ideal showcase to present innovations, forge strategic partnerships, and expand presence in the U.S. market.

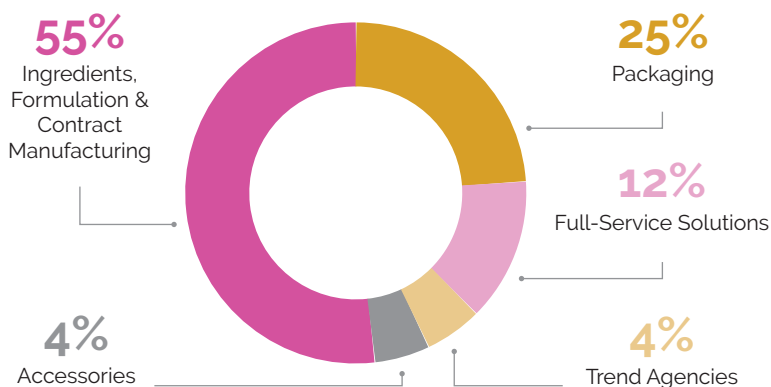
Key Figures – as of July 2025

160+
exhibitors (20% increase)

14%
of new exhibitors

15
countries represented

Breakdown of the Exhibitor Offer – as of July 2025



Exhibitors 2025:

ALDER PACKAGING | ALLTA INTERNATIONAL | ANISA INTERNATIONAL | APC PACKAGING | APR BEAUTY GROUP | ARCADE BEAUTY | BALANCE | BAYPORT LABORATORIES | BEAUTETOOLS | BEAUTY PACKAGING | BEAUTYSTREAMS | BRIVAPLAST GROUP | CATALENT BEAUTY | CIRCANA GROUP | COMPAX | COSMETIC GROUP USA | COSMETICA LABORATORIES | COSMETIX WEST | COSMOPAK USA | CRODA BEAUTY | CRYSTAL CLAIRE COSMETICS | DAASH INTELLIGENCE | DERIK INDUSTRIAL USA | DL PACKAGING GROUP | ELEMENT PACKAGING | ENGLEWOOD LAB | FUSIONPKG | FUTURE SNOOPS | GPI BEAUTY | HEDI PRESENT INCORPORATED | I.D.E.A | IMPACKED | JO COSMETICS | JOTIM DAILY CHEMICAL | JPS PACKAGING | KOLMAR | LADY BURD COSMETICS | METAPACK USA | MINGDUN | MINTEL | NEW JERSEY PACKAGING EXECUTIVE CLUB (NJPEC) | NF BEAUTY GROUP | NUON LLC | OREN MEDICAL | PRECIOUS LABS USA | PRESTO PACKAGING SOLUTIONS | PURE BEAUTY LABS | SHP | SOCIETY OF COSMETIC CHEMISTS | SPATE | SR PACKAGING NORTH AMERICA | SYMRISE USA | THE BEAUTY ARCHITECTS | TOKIWA COSMETICS INTERNATIONAL | TWINCRAFT SKINCARE | UDN INTERNATIONAL USA | UMF BEAUTY LTD | VERLA INT'L, FULL SERVICE MFG | WECKERLE USA | WORMSER GROUP | XJ BEAUTY | ALFAPARF MILANO | ANCOROTTI GROUP | B.KOLORMAKEUP & SKINCARE S.P.A | BEAUTYCROMIA | COSMEI | COSMETIC SERVICE | ICC | INCA COSMETICI | ITALIAN BEAUTY LABS | ITIT COSMETICS | LUMSON | MARINO BELOTTI | MPLUS COSMETICS | NAYUE COSMETICS INTERNATIONAL | NECOS | PENNELLI FARO | PIBIPLAST | PONZINI | R&D COLOR | RED OF VIEW | REGI + OMNICO | TECNOCOSMESI | TRENDUP | BAOSHENG | BONNE | C&C INTERNATIONAL | COCO COSMETICS | COREANA BIO | COSWEL / H&G | CTKCLIP.COM | ECOMENT | GENIC | GREENCOS | HAKUHODO | HNB CORPORATION | HWASUNG / NOWCOS | IMINE | JCOP | KODI | KOVAS | MARK & TEAMS | MC COSMETICS | MEGACOS | MONAMI COSMETICS | NFC CORPORATION | NORDINARY | PICASO COSMETIC LABORATORY | SANWA WINGS | SHINHAN C.M | STB INTERNATIONAL | TAESUNG | TOA | AIRCOS PASCUAL | ANJAC HEALTH & BEAUTY | ARBELLE | ASIA COSME LAB | CAPSUM | COLEP CONSUMER PRODUCTS | COSMETICS INSPIRATION & CREATION | FABER-CASTELL COSMETICS | IL COSMETICS GROUP | PECLERS PARIS | SICAF | SIMP | TEXEN | AMFORA PACKAGING | A&H COSMETICS | BEAUTY YAURIENT | BEUKAY COSMETICS | BIO-JOURDENESS | CHOEBE PACKAGING CO | DDC PACKAGING | DECORATIVE COSMETIC CONTAINER | DING YIH GLASS | COSORAN COSMETICS | PRETTY g | GZ SANRONG | NARAN TECHNOLOGY | HOMAX COSMETICS | ICONS AMERICA | JIA HSING ENTERPRISE | JINYU · GOLDRAIN | KINDU PACKING | LIBO COSMETICS | LO MEI COSMETICS | MAGNOLI COSMETICS | MAILKANG COSMETICS | MARKET LINK | NINGBO JIELI | NV INTERNATIONAL | CHINDO COSMETICS | SPEC-CHEM INDUSTRY | TIMESOURCE | TJ ENTERPRISE | TONNIE COSMETICS | WWP BEAUTY | YCY COSMETICS | YUEN MYNG INDUSTRIAL | YUGA GROUP

They Are the Beauty Industry

So Much Innovation and Expertise from 160+ Exhibitors...

Visionary Makeup in exhibitors are setting the tone for the future of beauty through sensorial, technical, and sustainable innovation. The show reveals a remarkable creative momentum, with highly technical formulations incorporating microemulsion technologies and transformative textures—liquid, gel, or powder—that elevate the skincare and makeup experience.

Accessories stand out for their unique, compact, and functional designs, enhancing both user convenience and beauty rituals. Full-service solutions combine performance with visual appeal, enriched with hydrating actives and delivered in sustainable or biodegradable packaging.

Smart packaging innovations also take center stage, with Airless bottles, PP pumps, sprays, and medical-grade droppers designed for greater ease of use and customization. These solutions reflect a growing commitment to environmental responsibility, thanks to mono-material construction and the elimination of metal components.

A truly inspiring showcase of cosmetic innovation!

A Cutting-Edge Offering in the Cosmetics Industry

MakeUp in NewYork 2025 welcomes an **international selection of suppliers** from **15 different countries**, with the **USA, South Korea, and Italy** accounting for more than two-thirds of the exhibitors. This valuable diversity reflects the **richness and global scope** of the beauty ecosystem, spanning the entire value chain.

Contract manufacturing, Packaging and Full-Service skincare and makeup solutions are particularly well represented, with both long-standing and new key suppliers such as, A.W. FABER-CASTELL COSMETICS, ALFAPARF MILAN, AMFORA PACKAGING, ANCOROTTI COSMETICS, ANJAC HEALTH & BEAUTY GROUP, B.KOLORMAKEUP & SKINCARE, BEAUTYCROMIA, BEUKAY COSMETICS, BRIVAPLAST, CAPSUM, COLEP CONSUMER PRODUCTS, COREANA BIO, CTKCLIP.COM, ECOMENT, HWASUNG COSMETICS X NOWCOS, IL COSMETICS, IMINE, ITIT COSMETICS, KOVAS, LUMSON, MAGNOLI COSMETICS, MPLUS COSMETICS, PICASO COSMETIC LABORATORY LIMITED, REGI, SIMP, TECNOCOSMESI, TEXEN, who continue to ingeniously combine **naturalness, sensoriality, and performance**.

And new commers who are expanding the exhibition offer, GENIC, COSORAN COSMETICS, NECOS, NORDINARY, SANWA WINGS, MEGACOS, NAYUE COSMETICS ITALY SOC. BENEFIT, STB INTERNATIONAL, GREENCOS, CHINDO COSMETICS, NARAN TECHNOLOGY, SPEC-CHEM INDUSTRY, JPS PACKAGING, LO MEI COSMETICS, MARINO BELOTTI, SHINHAN C.M, ITALIAN BEAUTY LABS, MC COSMETICS, RED OF VIEW SRL.

MakeUp in NewYork 2025 is where **the entire beauty value chain**, from concept to finished product, comes to life.





MakeUp in NewYork will pulse the rhythm of the Hot Topics of 2025

Key themes that will define this year's experience:

- **Science-Driven Beauty**

From biotech to AI and neurocosmetics, this year's conferences will dive into the scientific breakthroughs reshaping beauty. Topics include the aesthetic effects of GLP-1 medications, hormone-based skincare, and even pet-inspired beauty innovations.

- **Clean Beauty 2030: A New Standard**

Clean beauty is no longer a trend—it's the baseline. But what comes next? Experts will explore how brands can move beyond "free-from" claims to deliver real responsibility, innovation, and consumer trust.

- **Hybrid & Sensorial Formulas**

Expect to see transformative textures, microemulsion technologies, biodegradable capsules, and smart accessories. Skincare meets makeup in formats that surprise and delight the senses.

- **Smart & Sustainable Packaging**

Airless bottles, mono-material designs, metal-free pumps, and medical-grade droppers are leading the way in packaging innovation. The focus: recyclability, ease of use, and personalization.

- **Gen Z & Gen Alpha: The New Beauty Codes**

Dedicated workshops will decode the expectations of younger consumers—from TikTok-fueled trends to pet care crossovers, inclusive design, and on-the-go formats. A new era of storytelling and product creation is here.

- **Indie Bloom Hub & The Beauty Tank**

These two platforms spotlight the next generation of beauty entrepreneurs. With live pitch sessions, expert feedback, and high visibility, indie innovation takes center stage.

- **Ocean Beauty Award: The Sea as a Source of Innovation**

This new cross-category award honors marine-based innovations that protect ocean ecosystems. It reflects a growing demand for traceable, natural, and sustainable beauty solutions.

Unmissable "Stops" and Highlights

- Conferences & Workshops
- PopUp in Lab
- Inspiration Bar by Cosmetics Inspiration & Creation
- Beauty Tank Competition
- **New:** The Indie Bloom Hub
- **New:** Glamorgals "My Dear Friend" card-writing station
- **New:** Impacked x MakeUp in NewYork Concierge Trend Tours
- Innovation and Trends Awards & Ocean Beauty Award
- Trends Area



Global Vision of Beauty: Conferences & Workshops

MakeUp in New York 2025 Conferences: Where Beauty Is Explained, Anticipated, and Inspired

Conferences are far more than just talks—they are **idea incubators**, **vision accelerators**, and **trend revealers**. They bring together the most influential voices in the industry—scientific experts, trend analysts, brand founders, formulators, and retailers—to decode the deep transformations shaping the beauty sector.

Key Themes at the Heart of Today's Challenges

Consumer Insights & Market Trends

- **Consumer Shifts Amid Rising Costs** – Understanding how U.S. beauty spending adapts to inflation and uncovering resilient vs. vulnerable categories.
- **Silver is the New Cool** – How the 50+ demographic is redefining brand relevance and purchasing power.
- **Strands Ahead** – Navigating U.S. hair care trends, premiumization, and the influence of skincare on hair.
- **How to Ensure Retail Compliance in the U.S. Market** – Essentials for staying shelf-ready and meeting "clean" retailer standards.

Global & Cultural Influence

- **K-Beauty's Unstoppable Wave: Influence Across Asia and the World** – Examining K-Beauty 2.0's global impact, from dermatology-inspired innovations to include makeup ranges. Learn what Western brands can take from their culturally attuned evolution.
- **K-Beauty Brands & TikTok** – How brands like Medicube, Biodance, and Anua leverage TikTok to grow in the U.S. market.

Aesthetics

- **Aesthetic Face & Beyond** – Addressing the aesthetic effects of GLP-1 medications with non-surgical solutions.
- **Beauty by the Cycle** – How hormones shape skin, hair, and wellness products.
- **Trends in wellness experiences** – Longevity, protection, and wellness as the next frontier in skin health integrating beauty into wellness experiences.

Product & Category Innovation

- **Makeup Trends 2025** – Latest insights into personalization, performance, and inclusivity.
- **The Science of Color** – Technical mastery behind shade development and inclusive formulas.
- **Ocean Beauty** – Leveraging marine-derived ingredients and sustainable packaging for innovation.
- **Clean Beauty 2030** – Redefining growth, purpose, and performance in a mature category.
- **The Next-Gen Beauty Pro** – Evolving from analogue training to AI, wellness, and sustainability expertise.

Conferences program as of August 29th

September 17th

Consumer Shifts Amid Rising Costs: Strategies and Opportunities in U.S. Beauty

Time: 9.30- 10.15am

This opening conference, presented by Eleonora Mazzilli, Trend Localization & Business Development Director, North America at BEAUTYSTREAMS, sets the stage for a critical discussion on how U.S. consumers are adapting their beauty and wellness spending habits in response to rising price pressures.

Drawing on proprietary BEAUTYSTREAMS U.S. consumer data from a recent survey conducted among over 1000 U.S. consumers, Eleonora will reveal insights from most resilient to least resilient categories across Skin Care, Personal Care, Hair Care, and Color Cosmetics. In an era where inflation is reshaping the market, attendees will gain:

- Category vulnerability insights: Which beauty & wellness categories are holding strong - and which are under strain?
- Behavioral shifts in purchasing: Are consumers trading down, consolidating routines, or looking for value propositions?
- Opportunities for brands: Strategies to foster resilience, drive loyalty, and innovate across price tiers.

As a burning-hot topic across all players in the U.S. beauty sector - from indie startups to legacy giants - the conference will equip professionals with data-driven perspectives to navigate today's and tomorrow's turbulent industry landscape.

Speakers: Eleonora Mazzilli - BEAUTYSTREAMS, Elisa Ferraro - Area Manager - North America West, BEAUTYSTREAMS

Aesthetic Face & Beyond: How Weight-Loss Drugs Are Reshaping The Beauty Industry

Time: 10.30 - 11.15 am

The advent of GLP-1 receptor agonists, such as semaglutide (Ozempic) and tirzepatide (Mounjaro), has revolutionized weight management, leading to significant weight loss for many individuals. However, this rapid transformation often brings unintended aesthetic consequences, including facial volume loss, skin laxity, and a gaunt appearance commonly referred to as «Ozempic face». This session delves into how the surge in GLP-1 medication usage is reshaping the medical aesthetics landscape. We'll explore the increasing demand for non-surgical interventions - such as dermal fillers, biostimulatory agents, and skin-tightening procedures—to address the aesthetic challenges posed by rapid weight loss. We will see the physiological effects of GLP-1 medications on skin and facial structures, and emerging marketing strategies to effectively communicate and cater to this evolving consumer demographic.

Speakers: Ewelina Aiossa - Founder - Topical Skin, Dr. Lanna Cheuck - CEO of LC Medical, Ian Michael Crumm, Celebrity Esthetician, Co-Founder of SKINPOSIUM, and Co-Host of BeautyCurious Podcast, Noelle Brown Diamond, CEO and Aesthetic Director, NDA Med Spa, Nathasha Marquez, Trading Marketing Manager, Texen Beauty Partners

How to Ensure Retail Compliance in the US market

Time: 11.30 am - 12.15pm

Today's retailers demand more than great products—they want proof of compliance. From MoCRA registration and Prop 65 to label accuracy, ingredient safety, and marketing claims, this panel covers the essentials every brand needs to meet retail requirements. We'll also explore what it takes to qualify for "clean" retailer programs. Join Marcha Chaudry, Rachel Raphael, and brand executives for a clear, actionable discussion on the documents, standards, and strategies that keep your brand shelf-ready.

Speakers: Marcha Chaudry, Esq., Founder & CEO, Equity and Wellness Collaborative, Rachel Raphael, Esq., Partner, Morgan Lewis, Dana Valencia, Sr. Director Quality Control & Regulatory Affairs, Jones Road Beauty, Elizabeth Rotenberg-Schwartz, General Counsel, Orveon

IT AWARDS CEREMONY

Time: 12.30 - 1.00 pm

Ocean Beauty: the Power of Science and Ethics to Boost Beauty Innovation

Time: 1pm - 1.45pm

How the rising interest in the ocean, from preserving its biodiversity and balance, as well as finding sources of beauty and innovation, is key to the future of beauty. From marine-derived ingredients like algae and seaweed to cutting-edge biotechnology that replicates ocean actives without depleting resources, brands are exploring new ways to create high-performance, sustainable products. At the same time, ocean-friendly packaging—whether made from upcycled ocean plastics, biodegradable algae-based materials, or recyclable alternatives—is reshaping the industry's approach to sustainability. This session will bring together industry leaders to discuss the latest advancements in ocean-sourced ingredients and packaging solutions that minimize environmental impact. Join us to discover how brands can responsibly harness the ocean's power while ensuring its long-term protection.

Speakers: Eva Lagarde - Founder - re/sources, Dr Shuntig Hu, Ph.D. - founder - Acaderma, Michele Robertson - Director of Beauty Activation - Symrise, Gotha (innovation MUP)

Makeup Unveiled: What 2025 Launches Reveal About the U.S. Beauty Landscape

Time: 2.00pm - 2.45pm

The latest makeup debuts in the U.S. From celeb-led capsule collections to high-tech product rollouts, how these trends signal a deeper shift in consumer expectations and market dynamics. This session peels back the layers behind the latest launches to shed light on evolving trends: the demand for clean yet high-performance formulas; the quest for inclusivity through expanded shade ranges; the rise of multitasking hybrids blurring makeup and skincare; and the growing influence of authenticity as celebrity founders tell brand stories rooted in real-life rituals. We'll explore how innovation in texture, technology, and tone reflects a consumer base that values personalization and purpose. Ultimately, this session will unpack how today's makeup launches serve as both barometers and catalysts for a marketplace increasingly driven by scientific credibility, cultural resonance, and deliberate inclusivity. (SKINIFICATION OF MAKEUP)

Speakers: Marta Ponzone - Founder - Terra Innovation Studio, Anastasia Bezrukova - founder - Minori, Lena Park - Brand Director and co-founder - MIXIK, Esmeralda Hernandez, founder and CEO of Beauty Creations Cosmetics, Ana-Julia Nsungui, Chief Revenue Officer, Anisa

Silver is the New Cool: How 50+ Consumers Are Redefining Beauty and Brand Relevance

Time: 3.00 - 3.45 pm

As the global population ages, the beauty industry is embracing the power - and influence - of the 50+ consumer. No longer relegated to the margins, older consumers and influencers are stepping into the spotlight, bringing a sense of trust, depth, and timelessness that many younger-focused campaigns lack. In a market fatigued by fleeting trends and hype-driven marketing, the rise of the silver economy offers a refreshing shift: one that celebrates authenticity, experience, and aspirational aging. This session will explore how beauty brands are embracing the cultural capital of older demographics, using legacy, storytelling, and multi-generational casting to re-legitimize their voice. Featuring insights into how mature consumers drive purchasing decisions across households and how their presence enhances brand credibility, we'll unpack why targeting this audience isn't just inclusive - it's a bold, future-forward marketing strategy.

Speakers: Shannaz Schopfer, CEO, The Beauty Architects, Sarah Kugelman - Founder All Golden, Skyn Iceland and Gloss, Marta Tesche - Deputy Head Projects and Customer Care NUCO Creative Color Solutions, Alexander Kwapis, Head of Global Innovation, Engineering, and R&D

K-Beauty's Unstoppable Wave: Influence Across Asia and the World

Time: 4.00 - 4.45 pm

K-Beauty sits at the heart of beauty conversations on social media—from Tokyo to Los Angeles, Mumbai to New York. While the first wave introduced the world to multi-step routines and playful packaging, the second wave is marked by many directions: a new sense of textures and finishes in makeup gaining traction in Japan and Thailand, an aspirational skin perfection and high-performance formulas that resonate across the globe, from Indian to US consumers. This new generation of K-Beauty is rewriting the rules with ingredient-led innovation—drawing inspiration from dermatological procedures, as seen in the rise of PDRN and spicules, while also elevating native natural ingredients like Cica or fermented rice (think microbiome!), which continue to resonate strongly with U.S. and South Asian consumers. When it comes to makeup, K-Beauty brands have recently transformed the Asian landscape by delivering a unique blend of playful aesthetics, innovative textures, visually striking packaging, affordability, and a strong sense of accessorizing. In the US, inclusivity is also becoming a key differentiator, with Korean brands expanding into diverse shade ranges and formats that better reflect a global audience. This session will explore how K-Beauty 2.0 is reshaping global beauty expectations from Asia to the US, and what Western brands can learn from its strategic, culturally attuned evolution.

Speakers: Florence Bernardin

September 18th

K-Beauty's Secret Weapon: How K-Beauty Brands Have Leveraged TikTok Shop to Dominate the US Beauty Market

Time: 9.30- 10.15am

K-Beauty's second wave has introduced some of the most exciting and fastest growing brands to the US market, including Medicube, Biodance, and Anua. What's their secret? Tactically leveraging influencers on TikTok to build excitement and inspire purchasing.

Beauty by the Cycle: How Hormones Shape Skin, Hair, and Wellness

Time: 10.30 - 11.15 am

Growing awareness of how hormonal fluctuations - from menstrual cycles to menopause - impact skin, hair, and beauty needs is reshaping how brands develop and position products. Today's consumers expect solutions that go beyond generic cosmetics: they want cycle-syncing skincare that are hormone-friendly formulas that soothe breakouts or dryness, and products tailored for different phases of life, be it puberty with acne breakout or perimenopause with collagen loss and sensitivity. We will explore the science behind hormonal skin changes, highlight emerging product formats - from period masks to menopause serums - and discuss how brands can authentically integrate women's health into their innovation, storytelling, and category positioning.

Speakers: Carla Seipp - Freelance Journalist, Carolyn Wheeler - CEO & Co-Founder - Vella Bioscience, Allie Egan - Founder & CEO - Veracity

Strands Ahead: Navigating U.S. Hair Care Trends for 2025 and Beyond

Time: 11:30 am - 12:15pm

The U.S. hair care market is undergoing a transformation, fueled by rising consumer expectations and rapid innovation. In this session, we'll explore how premiumization is reshaping the category, as consumers seek out luxury, salon-inspired products with elevated sensorial appeal and storytelling. We'll take a closer look at the growing influence of skincare on hair care - particularly the surge in scalp health, bond-building treatments, and ingredient-led formulas that mirror skincare routines. Sustainability continues to play a pivotal role, with packaging innovation and ingredient transparency now critical to gaining consumer trust. Finally, we'll examine how brands are leveraging digital tools and AI to deliver personalized, data-driven product experiences faster than ever before. Packed with insights and real-world examples, this session will equip marketers and product developers with the inspiration and foresight needed to thrive in the next wave of hair care innovation.

Speakers: Karen Young - The Young Group, Allyson Trayah Wells - Luxury Beauty Division - L'Oréal, Megan Young Gamble - founder - The Project ExecutionHER®, David Pina - Innovation Director - Element Group USA, Cynthia Johnson - Master Formulator and CEO - Cindy J Labs

The Next-Gen Beauty Pro: From analogue beauty to AI

Time: 12:30 - 1:15pm

Over the past two decades, beauty training has evolved from traditional apprenticeship and technique-based instruction to a broader, more digital, and holistic approach. As the beauty industry expands into wellness, science, and sustainability, professionals now require a new blend of skills, from skin biology and ingredient literacy to digital marketing and regulatory know-how. This session will explore the shift in beauty and cosmetics training, with the Fashion Institute of Technology and the CIBS Scholarship. We'll also examine the disruptive potential of AI: How will AI transform the Beauty Industry? Will the human touch remain irreplaceable in an industry rooted in care, creativity, and connection?

Speakers: Sebba Alqetrani - Director, Packaging Engineering & Sustainability - Nutrafol

How Premium Wellness Clubs offer a New Level of Consumer Intelligence in Beauty

Time: 1:30 - 2:15pm

We witness the rise of the new spa format addressing health, fitness, and overall beauty concerns. What does the emergence of premium and private members clubs reveal about the future of beauty and its integration into a service, wellbeing, and holistic-oriented treatment? Are we entering a true «experience era» where customer service is key? Is beauty integrated into an overall health routine, and what does it mean for the future of beauty formulation and brand positioning?

Speakers: Ameann DeJohn - Founder - Ameann Beauty, Fred Khoury - Funder - Above Rinaldi Labs, Jessica Walsh - Founder & CEO - Formula Fig, Dawn Piljek - Director of Esthetics - FGG Spa

Clean Beauty 2030: Redefining Growth, Purpose, and Performance

Time: 2:30 - 3:15 pm

Clean Beauty is no longer the disruptor, it's the new standard. But in a world shaped by climate urgency, slower economic growth, and rising consumer expectations, the category is under pressure to evolve. This future-focused session brings together expert voices to map out the next chapter of Clean: one that goes beyond "free-from" claims to deliver true value, responsibility, and innovation.

Speakers: Leila Rochet-Podvin - Founder - Cosmetics Inspiration, Romain Gaillard - Founder - The Detox Market, Jessica Tarangioli, President, Marketing and Turnkey, Fusion PKG

The Science of Color: Matching Tone, Texture, and Technology

Time: 3:30 - 4:15 pm

Creating inclusive, high-performance color cosmetics is as much about science as it is about creativity. What is the technical mastery behind shade development. Exploring how pigments interact with different skin tones, textures, and light conditions. From undertones and melanin mapping to product oxidation and finish, what are the essential scientific principles that ensure shades stay true across diverse complexions. Whether it's foundation, blush, or lipstick, understanding the science of color is critical to creating formulas that resonate with today's consumers, and perform flawlessly in real life.

Speakers: Marisa Plescia - Cosmetic Chemist, Giorgino "Gino" Macalino - Director of R&D for Coty's Prestige color brands

See the online Conferences Program —>

Conference's Speakers list as of August 29th

Ewelina Aiossa - General Manager, Founder at TOPICAL SKIN
Sebba Alqetrani - Director, Packaging Engineering & Sustainability at Nutrafol
Cynthia Bailey - Co-Founder at Glowissima
Florence Bernardin - Founder at Asia Cosme Lab
Samantha Burd - Owner at Lady Burd Cosmetics
Marcha Chaudry - Founder & CEO at Equity and Wellness Collaborative
Dr. Lanna Cheuck - CEO at LC Medical
Ian Michael Crumm - Esthetician + Co-host BeautyCurious Podcast at BeautyCurious Podcast
Ameann DeJohn - Proven Beauty Industry Innovator & Product Development Expert at Ameann Beauty
Allie Egan - Founder & CEO at Veracity
Elisa Ferraro - Area Manager – North America West, at Beautystreams
Romain Gaillard - Founder & CEO at The Detox Market
Vanessa Henderson - VP of Spa, Salon & Retail at PRO Club
Esmeralda Hernandez - Founder & CEO at Beauty Creations Cosmetics
Dana Hill Robinson - Co-Founder at Glowissima
Dr Shuting Hu - Founder & CEO at Acaderma
Aurelie Ignaccolo - Marketing Director at IL Cosmetics
Lana Kars - Founder at GLOWLY
Fred Khoury - Skincare Formulation Expert
Sarah Kugelman - Founder at All Golden, Skyn Iceland and Gloss
Alexander Kwapis - Head of Global Innovation, Engineering, and R&D at Fusion PKG
Eva Lagarde - Founder & CEO at re/sources
Héloïse Lefebvre Du Prey - Senior Project Manager – South Asia at Asia Cosme Lab
Nathasha Marquez - Trading Marketing Manager at Texen Beauty Partners
Eleonora Mazzilli - Trend Localization & Business Development Director, North America at Beautystreams
Melissa Munnerlyn - Co-founder and CMO at Daash Intelligence
Ana Julia Nsungui - Chief Revenue Officer at Anisa
Lena Park - Brand Director and co-founder at MIXIK
Dawn Piljek - Director of Esthetics at FGG Spa, LLC
David Pina - Executive Director Innovation & Creative at Element Group USA.
Julio Pina - Founder at The Bassett Labs
Marta Ponzone - Founder & CEO at Terra
Rachel Raphael - Partner at Morgan Lewis
Michele Robertson - Director of Beauty Activation at Symrise
Leila Rochet - CIO & CEO at Cosmetics Inspiration & Creation
Elizabeth Rotenberg-Schwartz - General Counsel at Orveon Global
Shannaz Schopfer - CEO at The Beauty Architects
Carla Seipp - Beauty & fragrance journalist
Lizzy Skelding - Founder at Beasties
Jessica Tarangioli - President, Marketing and Turnkey at Fusion PKG
Marta Tesche - Deputy Head Projects and Customer Care NUCO Creative Color Solutions at NUCO
Dana Valencia - Sr. Director Quality Control (QC) & Regulatory Affairs at Jones Road Beauty
JJ Walsh - Founder & CEO at Formula Fig
Allyson Wells - Luxury Division at L'Oreal
Carolyn Wheeler - CEO & Co-Founder at Vella Bioscience
Karen Young - CEO at The Young Group
Megan Young Gamble - Founder at The Project ExecutionHER®

[Discover more about Speakers —>](#)

Workshops in the Beauty Agora – Where Insight Meets Action

Workshops go beyond theory at MakeUp in - they are immersive sessions designed to translate global insights into practical innovation, they are launchpads for your next big idea.

Creative & Hands-On Innovation

- **Beauty in Transit: The On-the-Go Market Opportunity** – Exploring travel-friendly beauty products and innovations that resonate with mobile consumers.
- **Shaping the Future of Beauty: Spring–Summer 2027 Insights** – Forward-looking trends, CMF innovations, and aesthetic evolutions.
- **The Art of the Impossible: Combining Luxury, Constraints & Desirability** – Using sustainability and bold creativity as catalysts for innovation.
- **Inclusive by Design: The Next Era of Beauty** – Embedding inclusivity into product creation from day one.
- **Beauty Goes Barking: Pet Care-Inspired Cosmetics** – Exploring the crossover between premium pet care and beauty innovation.
- **Nail Session** – Hands-on exploration of the latest nail trends and consumers' expectations.

Science, Technology & Wellness

- **Future Trends in Skincare** – Longevity, protection, and wellness-focused skincare strategies.
- **Beauty Talk – Beauty Rewired for 2030** – Practical implications of AI, biotech, diagnostics, and sensory interfaces on innovation.
- **Case Study: AI-Powered Insights for Trend-Driven Products** – How brands translate data into winning product launches.

Gen Z & Emerging Audiences

- **Betting on Gen Alpha** – Strategies to engage the teen cohort and their Millennial parents.



Workshops program as of August 29th

September 17th

Beauty In Transit: The On-the-Go Market Opportunity

Time: 11.30am - 12.15 pm

Consumers are on the go more than ever before, not only in terms of increased global travel, but also remote work, digital nomadism, and hectic daily routines that regularly cycle between work, fitness, and leisure. As a result, travel-friendly beauty is booming, with brands introducing fresh formats and convenient innovations to meet consumer needs. But what do consumers really want and which product designs are resonating with them? To answer this, join Future Snoops' Director of Beauty + Wellness Mallory Huron as she explores the key updates driving this fast-paced market trend, highlighting packaging, product, and formulation innovations.

Shaping the Future of Beauty: Spring-Summer 2027 Insights

Time: 12.30 pm - 1.15pm

Topic Summary: Explore the key trends set to shape the beauty landscape for Spring-Summer 2027. This immersive session offers a forward-looking vision, combining strategic foresight with creative direction decoding major cultural shifts, emerging brand territories, and aesthetic evolutions.

From macro influences to CMF innovations—color, materials, packaging, and ingredients—gain the essential insights to stay ahead, inspire innovation, and guide future developments across the beauty and wellness sectors.

Beauty Talk - Beauty Rewired for 2030: How Science and Technology Are Reshaping Innovation

Time: 13.30pm - 2.15pm

As beauty moves toward 2030, the industry is being fundamentally rewired by science, technology, and shifting consumer priorities.

In this forward-looking session, Leïla Rochet will open with the agency's vision for Beauty Rewired – Adaptive Beauty Systems, exploring how new technologies; from biotech and skin diagnostics to AI and sensorial interfaces - are converging to transform what beauty can be. This boundaryless landscape is fueling groundbreaking innovation, redefining performance, and reshaping consumer expectations around efficacy, personalization, and trust.

Alex Rawitz of CreatorIQ will share exclusive insights drawn from Google and social media analysis, revealing how science-centric storytelling is influencing consumer behavior — from ingredient fluency to clinical claims, and the growing desire for verifiable results.

Sarah Jindal of Mintel will join the discussion to offer a market intelligence lens, unpacking how brands are operationalizing science and technology to meet the demands of a more educated, data-aware, and results-driven consumer base.

Together, the speakers will explore how precision, personalization, and proof are fast becoming the new metrics of innovation - and what this means for the future of product development, brand positioning, and consumer engagement.

Speakers: Leïla Rochet (CIO of Cosmetics IC), Alex Rawitz (Director of Research and Insights of CreatorIQ), Sarah Jindal (Mintel)

Data-Driven Beauty: Why Brands Can't Afford to Ignore Virtual Try-On and Its Analytics FIRESIDE CHAT

Time: 2.30pm - 3.15pm

The Art of the Impossible: Combining Luxury, Constraints and Desirability

Time: 3.30 - 4.15pm

Innovating sustainably without sacrificing bold creativity. In today's ecological transition, constraints are everywhere: tightening regulations, resource scarcity, and the looming risk of greenwashing. At the same time, consumers are more demanding than ever, seeking sustainable products without compromising on performance or sensorial experience. What if these limitations became catalysts for innovation? This workshop invites participants to explore how creativity can elevate sustainability, using tools like biotechnology, AI, and bio-based materials to imagine a beauty industry that is bolder, more desirable, and deeply responsible.

Speakers: Eva Lagarde - Founder - re/sources

September 18th

Betting on Gen Alpha

Time: 9.30am- 10.15am

The oldest Gen Alphas are reaching their teen years. With an appetite for skincare and immense spending power, brands must support this cohort as they move from teens into adulthood while satisfying scepticism and safety concerns among their Millennial parents.

Case Study: How Beauty Brands Are Using AI-Powered Data Insights to Turn Trends into Top Sellers

Time: 10:30am - 11:15pm

Topic Summary: Subtle shifts in consumer behavior or viral moments can spark new beauty trends, but brands need visibility into which ingredients, formulations and SKU variants are selling fast—and which are not—to spot white space opportunities. In this session, learn how popular beauty brands are using AI-powered weekly data insights to take advantage of market trends, guide innovation and enter new product categories with winning formulas.

Speakers: Melissa Munnerlyn, Co-founder & CMO, Daash Intelligence

Beauty Goes Barking: The Rise of Pet Care-Inspired Cosmetics

Time: 11:30am- 12:15pm

What do pets and personal care have in common? More than you might think. As the pet care market explodes with premium, wellness-driven offerings, beauty brands are beginning to take notes—and even take part. This session explores the growing overlap between pet care and cosmetics, from ingredient crossovers and shared sustainability concerns to the emotional drivers behind consumer purchasing. We'll unpack how the humanization of pets is inspiring new formats, sensorial textures, and positioning strategies in both categories. Expect insights into how beauty brands are formulating for furry companions, how pet care brands are adopting beauty-grade standards, and what this convergence tells us about the future of wellness and self-expression across categories. Whether you're looking to innovate within beauty or explore adjacent markets, this is a conversation that will spark fresh ideas—and perhaps even unleash a new category.

Speakers: Julio Pina - Founder - The Basset Labs, Lizzy Skelding - Founder and Chemist - Beastie

Inclusive by Design: The Next Era Of Beauty

Time: 12:30am - 1:15pm

Inclusivity in beauty isn't just about adding more shades, it's about rethinking how products are created from day one. CEO & Founder, Shalini Hernandez, has built Lady Rogue Beauty with inclusivity at its core, focusing on South Asian and melanin-rich skin tones often left behind in the industry. Through early consumer engagement and data-informed innovation, she has developed a model for embedding diversity into product design from the start. In this session, Shalini will share how cultural insight, community testing, and emerging technology can shape the future of beauty. Attendees will gain fresh perspectives on how to approach inclusivity not as an afterthought but as the foundation for long term success.

Speaker: Shalini Hernandez

Nail Renaissance: Global and U.S. Trends Shaping the Future of Nail Beauty

Time: 1:30pm - 2:15pm

Topic Summary: The nail category is experiencing a true revival, fueled by creativity, innovation, and changing consumer expectations. From the global boom of nail artistry to the U.S. resurgence of lacquer and the rise of DIY solutions, nails have become both a fashion statement and a wellness ritual. This session brings together two complementary perspectives. Lana, founder of Glowly, a fast-growing NYC-based nail salon brand, will share on-the-ground insights into client expectations, service innovations, and what's working now in salons. She'll uncover how consumer behavior is evolving and the role of nail services in the broader beauty experience. Aurélie, Marketing Director of IL Cosmetics, one of the world's leading nail polish manufacturers, will provide a deep dive into nail polish trends past, present, and future—highlighting innovations in formula, finish, and sustainability, and how global demand is shaping the U.S. market. Together, they will map the shifts redefining the nail category, where professional services meet product innovation, and discuss how brands can anticipate consumer desires to create the next generation of nail beauty.

Speakers: Aurelie Ignaccolo - Marketing Director - IL Cosmetics, Lana Kars - Founder - Glowly

Future Trends in Skincare

Time: 2:30pm - 3:15pm

Skincare is entering a longevity era—focused not just on anti-ageing, but on supporting long-term skin health, resilience, and vitality. This presentation explores how longevity shows up across three key trends: Efficacy, with science-backed solutions inspired by tweakments and personalized care; Protection, through climate-adaptive, pollution-shielding, and sweatproof innovations; and Wellness, where skincare becomes a form of emotional and cultural care through rituals, sensory experiences, and ancestral practices. Together, these shifts reflect a future where skincare is as much about prevention and well-being as it is about visible results.

Speakers: Hannah Kohnl - Marketing Associate, Croda

Speakers list as of August 29th

Shalini Hernandez – CEO & Founder, Lady Rogue Beauty

Aurelie Ignaccolo – Marketing Director, IL Cosmetics

Lana Kars – Founder, Glowly

Hannah Kohnl – Marketing Associate, Croda

Eva Lagarde – Founder, re/sources

Melissa Munnerlyn – Co-founder & CMO, Daash Intelligence

Julio Pina – Founder, The Basset Labs

Alex Rawitz – Director of Research and Insights, CreatorIQ

Leïla Rochet – CIO, Cosmetics Inspiration & Creation

Lizzy Skelding – Founder and Chemist, Beastie

See the online Workshops program →

Discover more about Speakers →

Show features

PopUp in Lab

A unique sensorial experience at MakeUp in New York.

For its 4th edition — and for the very first time in New York — MakeUp in and LO Consulting present the Pop-Up in Lab experience, unveiling an immersive and creative activation dedicated to cosmetic innovation.

A Unique Formulation Experience

Over the course of two exceptional days, visitors will have the opportunity to take part in live formulation sessions, guided by LO Consulting's expert lab team. These interactive workshops offer a behind-the-scenes look at cosmetic creation, allowing participants to explore cutting-edge textures and technologies shaping the future of beauty.

It's a journey into the **art and science of formulation**, offering a new appreciation for the creativity and precision behind every cosmetic product.

Hybrid and Transformative Formulas

The featured formulas are the result of advanced research: hybrid, sensorial, vegan, and cruelty-free, they represent a new generation of skincare. Each creation is designed to deliver both functional performance and emotional impact.

2025 Theme: BLOOM AHEAD

This edition celebrates rebirth and sensory awakening through the theme « Bloom Ahead. » Inspired by pastel hues, fresh botanicals, and the glow of late summer, the two seasonal formulas — Luminous Bloom and Bloomlight Essence — bring this poetic vision of beauty to life.

- LUMINOUS BLOOM
Light-infusing · Hydrating & Brightening Hybrid - September 17 – Morning & Afternoon Sessions
- BLOOMLIGHT ESSENCE
Silky Mist · Defends, Glows & Firms - September 18 – Morning & Afternoon Sessions

A Creative and Inspiring Rendezvous

LO Consulting invites beauty professionals, formulators, brands, and enthusiasts to experience this lab-led journey into cosmetic innovation. A unique opportunity to create, connect, and be inspired.



Luisa Oliva Consulting is a company driven by creativity and innovation. Her team offers formulation consulting services and training programs to help create high-end, cutting-edge formulas for international beauty brands, raw material suppliers, and manufacturers. The company develops tailor-made formulations that respond to specific needs, enriched by a deep understanding of global beauty markets and the cosmetics industry. The team combines its extensive expertise and experience with creative thinking and a forward-looking mindset, always focused on pushing the boundaries of innovation in the industry.

<https://www.luisaoliva.net/>

Beauty Talks & Inspiration Bar: Trend Intelligence in Action

Trend foresight and innovation take center stage at MakeUp in New York with the Beauty Talks & Inspiration Bar, curated in collaboration with Cosmetics Inspiration & Creation.

2025 program brings together a unique mix of trend explorations, live curation, and forward-thinking conversations, offering attendees tangible insights into the forces shaping beauty's future.

The Four Macro - Trends Defining Tomorrow's Beauty

1. Beauty Rewired – Adaptive Beauty Systems

AI, biotech, diagnostics, and sensorial interfaces are converging to reshape beauty into a hyper-personalized, intelligent ecosystem.

2. Rooted Realities – Beauty in Balance with Nature

Ancestral rituals, regenerative sourcing, and earth-conscious design meet modern innovation.

3. Motion-Proof – Beauty That Keeps Up

Beauty designed to perform through movement, lifestyle shifts, and active daily routines.

4. (Final trend forthcoming – revealed during the show).

Inspiration Bar Walkthroughs

Guided by **Leïla Rochet**, the Inspiration Bar offers a hands-on look at breakthrough innovations aligned with these trends. Sessions run daily and seating is limited:

- **Day 1 – Sept. 17:** 11:00–11:30 AM & 3:00–3:30 PM
- **Day 2 – Sept. 18:** 11:00–11:30 AM & 1:00–1:30 PM

Beauty Talks: The Future of Clean, Science, and Technology

In addition to trend immersion, two headline Beauty Talks will dive into the critical shifts driving growth, purpose, and innovation in the years ahead:

• Clean Beauty 2030: Redefining Growth, Purpose, and Performance

Once a disruptor, clean beauty is now the standard—but its future depends on moving beyond “free-from” toward meaningful responsibility, innovation, and consumer trust.

Speakers: Leïla Rochet (Founder, Cosmetics Inspiration), Romain Gaillard (Founder, The Detox Market)

• Beauty Rewired: How Science and Technology Are Reshaping Innovation

From biotech to AI, the session unpacks how science-driven innovation and verifiable results are becoming the new metrics of beauty, transforming product development, brand positioning, and consumer engagement.

Speakers: Leïla Rochet (CIO, Cosmetics Inspiration & Creation), Alex Rawitz (CreatorIQ), Sarah Jindal (Mintel)



About Cosmetics Inspiration & Creation

Cosmetics Inspiration & Creation is an international trend forecasting and consulting agency founded in Paris in 2007. The agency is dedicated to driving beauty and wellness innovation, helping brands identify new pathways and realize long-term growth through strategic foresight and trend inspiration.

NEW Indie Bloom Hub & The Beauty Tank

Where Tomorrow's Beauty Brands Take Center Stage

The Indie Bloom Hub and The Beauty Tank are set to shine a spotlight on the next wave of innovative beauty brands. From skincare to makeup, haircare, bodycare, and accessories, this curated space celebrates creativity, sustainability, and entrepreneurial spirit.

The Beauty Tank invites emerging brands to pitch their products to a panel of industry experts, influencers, and investors, giving them a chance to gain visibility and real-time feedback. Meanwhile, the Indie Bloom Hub provides a vibrant showcase area for finalists and indie brands to connect, capture their stories, and share their vision with the beauty world.



Key Sessions & Highlights

WEDNESDAY, SEPTEMBER 17TH

Workshop – PR, UGC, & Influencer Strategy - 10:00 AM

Beauty Tank – Skincare (hosted by Ewelina Aiossa) - 11:30 AM

Beauty Tank – Haircare, Bodycare, Accessories (hosted by Ewelina Aiossa) - 2:00 PM

Workshop – What Community Means to Your Brand - 3:30 PM

THURSDAY, SEPTEMBER 18TH

Workshop – Money Matters: Financial Strategies for Beauty Founders - 10:00 AM

Beauty Tank – Makeup Pitch Session (hosted by Ana Allen) - 11:30 AM

Workshop – Amazon-Growth Focused - 1:30 PM

Workshop – Getting Retail Ready - 2:30 PM

She was last year's winner

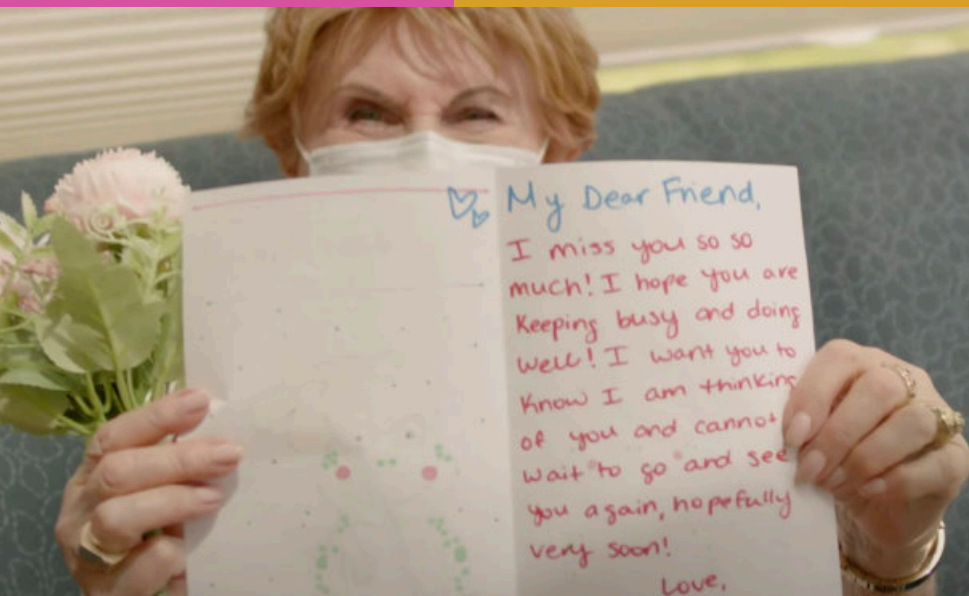
While 2025 Beauty Tank winners have yet to be officially announced, past winner shared glowing feedback about the event's impact:

“When I applied to the Beauty Tank, I had nothing more than a one-month-old business idea. I had zero entrepreneurial experience, no industry contacts, and had never been to a trade show. The Beauty Tank pushed me to answer fundamental questions about my business and create my first pitch deck—an invaluable process. Being selected as a finalist gave me the rare opportunity to pitch my ideas to a panel of supportive industry experts, gaining constructive feedback, validation, and meaningful connections.

One year later, I'm preparing to launch my first two products and have grown into 100x the entrepreneur I was before. The Beauty Tank fills a crucial gap in the beauty space, offering pre-launch brands and first-time founders an opportunity to gain pitching experience, make industry connections, and receive invaluable feedback. I highly encourage any beauty founder to participate in Beauty Tank. Thank you, Ana and MakeUp in LA, for all you do to support founders like myself!



Tania, founder of Selects Active Beauty, 2024 winner



NEW

GlamorGals “My Dear Friend” card-writing station

GLAMOURgals
Empowering beautiful connections

MakeUp in NewYork is proud and delighted to announce **GlamourGals Foundation**, Inc. as its exclusive philanthropy partner for the 2025 edition, taking place September 17–18 at the Javits Center in New York City.

GlamourGals is a nonprofit organization dedicated to ending senior isolation by empowering teen volunteers to build heartfelt connections through beauty gestures — such as manicures — and moments of companionship across the U.S. and Canada.

At MakeUp in NewYork, GlamourGals will host a touching and meaningful activation: the **“My Dear Friend”** card-writing station, where attendees are invited to write a kind message to a senior. This simple yet powerful gesture offers a moment of joy and connection, while giving participants the opportunity to learn more about GlamourGals' mission and how to get involved.

“We are thrilled to welcome GlamourGals as our exclusive philanthropy partner this year,”
said Sandra Maguarian, Co-Founder and Show Director of MakeUp in NewYork.

“Their mission beautifully reflects the spirit of connection and community that defines our industry, and we’re proud to help share their story with our attendees.”

This partnership highlights a shared commitment to fostering creativity, compassion, and meaningful human connections within the beauty world — and far beyond.

About GlamourGals

Founded in 2000, GlamourGals Foundation, Inc. inspires and organizes teen volunteers to provide complimentary beauty services and companionship to seniors living in residential care. Through its programs, GlamourGals fosters intergenerational connections, combats senior isolation, and develops leadership skills in young people. For more information, visit www.glamourgals.org.

NEW

MakeUp in NewYork x Impacked Concierge Trend Tours



MakeUp in NewYork is thrilled to partner with **Impacked Packaging** to unveil the very first **Official MakeUp in NewYork Lookbook** — a dynamic digital showcase spotlighting the most innovative packaging solutions from exhibitors.

Curated to inspire and inform, the Lookbook will feature trending components and breakthrough packaging designs, along with exhibitor profiles and booth numbers to help attendees easily discover, connect, and explore the innovations shaping the future of beauty packaging. Available before, during, and after the show, this tool extends brand visibility far beyond the show floor.

To complement this initiative, Impacked will host two daily **Concierge Trend Tours at 2:00 PM**, guiding attendees through a curated selection of exhibitor highlights. Meeting point: beside Booth H27.

- **Tour 1: Sustainable Components & Green Innovations**

A guided walkthrough of packaging solutions focused on sustainability — from eco-designed materials to components developed to meet evolving environmental goals.

- **Tour 2: Unique Components & Launch-Ready Innovations**

A showcase of standout formats, functions, and visuals, including ready-to-launch stock mold solutions from a variety of suppliers.

Together, the **Lookbook** and **Trend Tours** offer a powerful platform to amplify exhibitor visibility and help attendees navigate the most exciting packaging trends.



Innovation Unveiled

Innovation and Trends Awards

The Innovation & Trends (IT) Awards celebrate the most outstanding innovations presented by exhibitors at MakeUp in NewYork 2025.



A panel of international industry experts have evaluated all entries to identify the most forward- thinking and impactful innovations.

What trends are emerging from these submissions?

- **Advanced formulation technologies**

The selected formulas stand out for their high level of technological sophistication. Techniques such as microemulsion enable better dispersion of active ingredients, enhanced stability, and optimized efficacy. These cutting-edge technologies reflect a clear ambition to go beyond traditional standards and deliver more targeted, high-performance skincare solutions.

- **Innovative sensorial textures**

One of the major trends observed is the exploration of novel textures: ultra-light liquids, transformative gels, and powders that morph upon contact with the skin. These innovations not only boost effectiveness but also enrich the sensorial experience, making application more pleasant and immersive—whether in skincare or makeup.

- **Enhanced active ingredient value**

The formulas highlight next-generation active ingredients, often derived from biotechnology or reimaged natural sources. These actives are selected for their proven efficacy, skin compatibility, and ability to address specific concerns (hydration, radiance, anti-aging...). The approach is both scientific and holistic, combining performance with skin respect.

- **Commitment to responsible formulation**

Finally, several innovations reflect a strong ethical and environmental commitment. Finalist brands incorporate biodegradable ingredients, eco-designed manufacturing processes, and formulas that maintain high naturality standards. This shift toward sustainable beauty aligns with consumer expectations for transparency and responsibility.

The five winners of the MakeUp in NewYork Awards 2025 will be revealed during the official awards ceremony, held on the first day of the show, Wednesday, September 17.

Jury Members

Aimara Coupet – Makeup Expert, Melanated Skin Specialist, Founder of BE+RADIANCE

Alicia Grande – Founder of Grande Cosmetics

Brenda Wu – CEO, President, and Board Director

Charles Emmanuel Gounod – Expert in B2B International Trade in the Beauty Sector

Charlotte Marion – Beauty Product and Innovation Specialist

Daniel Saclier – Expert in Product Development and Packaging Sourcing

Dany Sanz – Brand Creator, Consultant in Product Development and Formulation

Ewelina Aiossa – IT Awards Honorary Jury Member

Florence Bernardin – Founder of Asia Cosme Lab, Specialized in Analyzing Asian Market Trends

Iryna Kreml – Founder & CEO of Innocos

Jean-Louis Mathiez – Packaging Expert, Founder of Cinqpaths Agency

Julia Challes – Innovator and Strategic Thinker with 15+ Years of Experience in the Beauty Industry

Kim Baker – Founder, Glamazon Beauty

Mario de Luigi – Creative Consultant, Beauty Strategist and Make-Up Artist

Nathalie Dessirier – Head of Development and Production

Thierry de Baschmakoff – Designer and Creative Director at La French Company



Innovation and Trends Awards nominees

ACCESSORIES CATEGORY

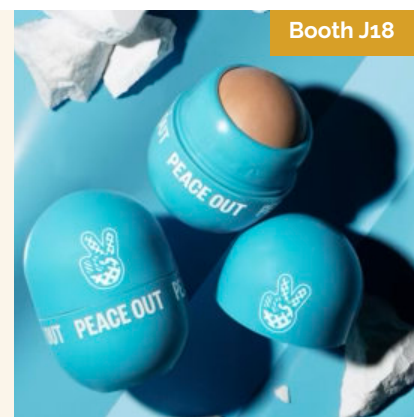
Among the seven new products introduced in this category, two standout finalists were selected for their smart functionality and compact, innovative design.



PEACEOUT INSTANT OIL CONTROL ROLLER with HALLOYSITE CLAY – ELEMENT PACKAGING

Featuring a Dragonite™ clay rollerball—one of the purest forms of halloysite clay globally—this accessory deeply cleanses pores, absorbs excess oil, and removes impurities. Housed in a sleek, ergonomic, and compact post-consumer resin case, it's refillable and designed for effortless use.

Jury's feedback: A fresh, sensorial accessory that's both practical and effective.



Booth J18



FOLDING COMPACT MAKEUP BRUSH – BEAUTY YAU RIENT

A uniquely designed makeup brush that's easy to use and carry, thanks to its compact case with a built-in mirror—perfect for on-the-go touch-ups.

Jury's feedback: Convenient and user-friendly, with a standout compact format.

Booth C37

FORMULATION / INGREDIENTS CATEGORY

Among the 49 new innovations presented in this category, the 7 finalist formulas stood out for their high level of technical sophistication. They feature advanced technologies such as microemulsions and transformative textures—liquid, gelled, or powder—that elevate the sensorial experience of skincare and makeup.

FLUFFY PRIME – ANCOROTTI GROUP

A vivid blue liquid primer infused with luminous suspended pearls that transforms into a sparkling, airy mousse when shaken and applied. The whipped texture leaves skin incredibly soft, smooth, dry to the touch, and naturally radiant. This sensorial base deeply hydrates, strengthens the skin microbiome, and restores balance and glow. Its formula includes natural betaine, prebiotics and postbiotics, and Centella Asiatica leaf extract.

Jury's feedback: A “wow” product with three transformations—pearlized liquid, crackling sensation, and mousse texture.



Booth C11



HONEY MASK – CAPSUM

Formulated with 2% concentrated acacia honey for healing, hydration, and antioxidant benefits, this mask also features a beta-glucan-based bioactive that combines the effects of hyaluronic acid and collagen, plus 5% Limnanthes oil for nourishment and softness. Thanks to patented Reobulle™ microencapsulation technology, its serum-like texture transforms into thousands of melting microbubbles upon application.

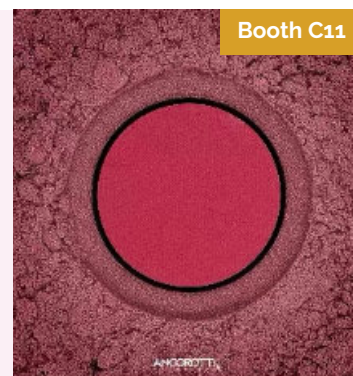
Jury's feedback: Exceptional sensoriality, visually stunning texture.

Booth K6

MATTE GELÉE – ANCOROTTI GROUP

A talc-free hybrid formula that blends the convenience of a compact, the performance of a cream, and the comfort of a powder. Its solid matte gelée texture melts on contact, blends easily, and offers buildable coverage with a matte, powdery finish and vibrant color payoff. The formula includes OTS-treated pigments, MICA MATT (a 100% natural talc alternative), and a silicone elastomer gel for sebum control and a refined blurring effect.

Jury's feedback: Lightweight texture with intense color payoff.



Booth C11



MATTRESS JELLY BALM – IMINE CO., LTD.

A nourishing and firming balm with a unique elastic texture, ideal for targeted skin massage. Appearing firm like butter but scooping like jelly, its surprising consistency is powered by HumaColl21, a 100% vegan collagen, combined with polymers and wax.

Jury's feedback: Deeply hydrating with a captivating “mattress” texture—well-suited for the U.S. market.

Booth A33

RECALM STRESS LESS ELIXIR SERUM IN LOTION MIST – COLEP CONSUMER PRODUCTS

This stress-responsive serum-lotion mist uses advanced microemulsion technology. It absorbs instantly like a toner and soothes like a nourishing cream. The formula features a neuroactive system that regulates cortisol response, ceramides to strengthen the skin barrier, and firming licorice root extract.

Jury's feedback: The “psychodermatology” and stress-care beauty products will deeply across self-care, wellness, and longevity markets.



Booth E6



OCEAN HEARTS – TECNOCOSMESI

A single-use cleanser in the form of compact powder hearts that dissolve in water to create a creamy foam. Inspired by blue biotechnology, the formula includes rice and corn starch, firming Salicornia extract, hydrating and remineralizing Caulerpa Lentillifera algae pearls, and antioxidant-rich Blue Spirulina extract.

Jury's feedback: Highly sensorial when diluted, with remarkable formulation based on rice starch.

Booth C19



IONIC FILMLESS WHIPPED JELLY POWDER – TJ ENTERPRISE

A playful formula that replaces traditional synthetic film-forming agents with ions that adhere to the skin through positive-negative attraction. 96% natural, with 75% water content, and enriched with upcycled local rice actives. Its texture transforms twice—from soft jelly to light cream, then to a silky powder.

Jury's feedback: Innovative transformative texture—jelly to powder—with a beautiful wet-look finish.



Booth F6

TJ ENTERPRISE

FULL SERVICE CATEGORY

Among the 25 innovations presented in this category, the 4 finalist products stand out for their high-performance solid or liquid formulas. Enriched with hydrating actives or visually striking effects, they are delivered in sustainable or biodegradable packaging solutions.



COSMOPOD® HIGH-PERFORMANCE SPF 30 CAPSULES – CATALENT BEAUTY

100% plant-based and biodegradable, these capsules are made from red algae and deliver SPF 30 in a waterless, preservative-free formula enriched with mineral filters and vitamin E. Each single-dose capsule protects the formula from air and light, ensuring clean, precise, and convenient daily application.

Jury's feedback: A remarkable technical achievement—a water-free SPF formula delivered in biodegradable single-dose capsules.

Booth F24



NEXT CHROME GLAZE – RED OF VIEW SRL

This holographic highlighter features a dynamic, 3D effect created using innovative raw materials and a patent-pending magnetic process. Solid and polish-like in texture, it contains chromatic magnetic beads that interact with a luminous base of pearlescent pigments. Packaged in a durable mono-material container, its lightweight texture applies easily with fingertips, leaving a multi-chrome wet-look finish on the skin.

Jury's feedback: It stands out for its patent-pending process, visually stunning 3D movement, and sustainable mono-material packaging.



Booth J10



LET IT MILK – R&D COLOR SRL

This solid facial mask offers protective, nourishing, and antioxidant benefits through a balanced blend of emollient oils, shea butter, and ceramides. Enriched with vitamin E and Laminaria Hyperborea algae extract to soothe the skin during application. Packaged in a jar with a built-in grinder, the solid texture is dispensed as thin sheets that melt on contact and transform into a creamy milk upon rinsing.

Jury's feedback: Excellent combination of formula and packaging with an interesting semi-solid texture.

Booth D6

ECOLUX PENCIL – TOKIWA COSMETICS INTERNATIONAL

A lip pencil made entirely from recycled paper, designed to improve the dryness often found in natural lip products made with traditional wooden barrels. Its 100% natural formula, based on amino acids and enriched with hydrating oils, delivers deep and gentle lip hydration. Lightweight and resource-efficient, the paper barrel uses only 1/10th the wood required for traditional wooden pencils.

Jury's feedback: A fully developed concept with a soft, comfortable formula.



Booth B23a

PACKAGING CATEGORY

Among the 23 innovations submitted in this category, the 5 finalists stand out for their advancements in airless bottle design, spray systems, medical-grade droppers, and PP pumps. These solutions offer greater freedom in usage, design, and customization, while reducing environmental impact through recyclability, mono-material construction, or the elimination of metal components.

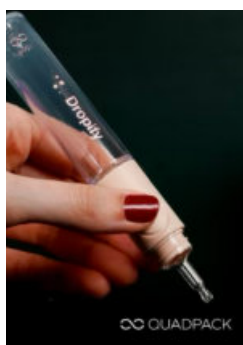


VERVE AIRLESS FREEFORM+ – FUSIONPKG BEAUTYLAB

An airless bottle developed using a patented manufacturing technology that enables near-total product evacuation. With its sculptural, non-cylindrical shape, it breaks away from traditional airless mold constraints, offering bold freedom in form, finish, and color. It delivers smooth, controlled dispensing with every pump. Compatible with PET and metal-free, it is fully recyclable through standard waste streams.

Jury's feedback: Disrupts the airless packaging segment with both operational efficiency and visual impact.

Booth E20



DROIFY PEN – QUADPACK X TEXEN

A medical-grade dropper designed for precise, intuitive use, featuring a centrally placed button ideal for both left- and right-handed users. The space between the tip and the face ensures accurate application, making the gesture easier, more inclusive, and technically optimized. Its PP cap and PET bottle ensure compatibility and transparency. Refillable and leak-proof, its patented dual-injection base simplifies assembly and allows for size and color customization.

Jury's feedback: Enhances dropper precision and eliminates contamination risks.

Booth B5

MIST TUBE – UDN INTERNATIONAL USA

Made using a unique polymer injection process, this mono-material PP pump eliminates metal components while withstanding over 2,000 actuations. Inspired by clutch mechanisms, its metal-free spring design reduces mold complexity and ensures smooth rebound, precise dispensing, and long-term storage stability. Fully recyclable and ideal for viscous formulas, it's also customizable in color and shape.

Jury's feedback: A precision-engineered spray system with seamless automated moulding—combining eco-optimisation and elevated user experience..

Booth A31



COMPACT LIP TREATMENT DEVICE – NUON LLC

This device integrates precision LED beads emitting targeted wavelengths, a rechargeable battery, skin-safe materials, and a patented applicator design. It ensures effective light activation, durability, and safe, efficient lip care with enhanced formula absorption. By combining treatment and application in one sleek device, it minimizes packaging and supports sustainable beauty routines.

Jury's feedback: Innovative design and functionality—easy to use.

Booth H16

100% MONO PP PUMP WITH ULTRA DURABLE SPRING - JPS PACKAGING

Produced using a unique polymer injection process, this single-material PP pump eliminates metal parts while withstanding over 2,000 actuations. Inspired by a clutch mechanism, its metal-free spring design reduces mold complexity while ensuring smooth rebound, precise dosing, and long-term storage stability. Easy to recycle, it is ideal for viscous formulas. Both color and shape are customizable.

Jury's comment: A pump designed with a unique polymer process, eliminating all metals from the spring and housing.

Booth G2





Ocean Beauty Award

Celebrating Marine-Derived Innovation & Ocean Preservation

The Ocean Beauty Award- launched at MakeUp in Los Angeles 2025- honors breakthrough innovations in beauty that harness the power of marine resources while actively contributing to the preservation of ocean ecosystems. This cross-category accolade reflects a rising consumer demand for bio-based products that respect and protect marine life.

The ocean is not only a source of natural beauty—it's a wellspring of sustainable innovation. From nutrient-rich marine ingredients to recyclable packaging made from ocean-bound plastics, brands are diving deep into the ocean's potential to meet the growing call for eco-conscious solutions.

Key innovations include:

Marine botanicals like seaweed, algae, and coral-safe mineral compounds, offering potent skincare benefits while promoting ethical harvesting and biodiversity protection.

Ocean-bound plastic recycling, transforming waste into high-quality, sustainable packaging that reduces environmental impact and supports circular beauty.

By spotlighting these advancements, the Ocean Beauty Award celebrates products that nourish both our skin and our seas—driving meaningful change in the beauty industry through responsible sourcing, sustainable design, and marine stewardship.

24
applications

including

15
in Formulation

6
in Full-Service

3
in Packaging

OCEAN BEAUTY CATEGORY

The 5 finalists stand out for their eco-conscious design, sensorial appeal, and technical excellence.



CALIRAY COME HELL OR HIGH WATER MASCARA – ELEMENT PACKAGING

The secondary packaging is made from 100% post-consumer recycled paper (FSC-certified) and printed with soy-based inks. The mascara tube itself is crafted entirely from ocean plastic. The brand's eco-design approach extends to shipping boxes printed with algae-based inks and includes a mail-back program via PACT, allowing users to return empty packaging for reuse.

Jury's feedback: This stood out for the way it brings sustainability full circle.



Booth J18



OCEAN HEARTS – TECNOCOSMESI

A single-use cleanser in the shape of compact powder hearts that dissolve in water to create a creamy foam. Inspired by blue biotechnology, the formula features rice and corn starch, firming Salicornia extract, hydrating and remineralizing Caulerpa Lentillifera algae pearls, and antioxidant-rich Blue Spirulina extract.

Jury's feedback: Practical for travel and in the lines up with the trend toward dissolvable, zero-waste packaging and playful yet effective self-care rituals.

Booth C19

SEA-CYCLE SALT POLISH – COREANA BIO CO., LTD.

A biodegradable rinse-off scrub formulated with upcycled Sargassum algae, K-Salt sourced from Korea's clean mineral-rich waters, and Hizikia fusiforme extract from the Yellow Sea. Its vibrant blue hue comes from malachite, rich in monovalent copper (Cu⁺). With 65% glycerin and an algae-based emulsifier, it delivers lasting hydration and smoothing benefits.

Jury's feedback: A forward-thinking approach that champions upcycling and marine stewardship—repurposing algae that would otherwise contribute to ocean pollution.



Booth C38

Booth A27

NON NANO MINERAL UV MIST SPF50+ – JO COSMETICS CO., LTD.

This mineral-based sunscreen mist uses non-nano titanium dioxide. Advanced dispersion and emulsification technologies eliminate the typical white cast of mineral formulas, resulting in a clean, non-sticky, comfortable, and effective SPF50 mist.

Jury's feedback: This mist combines skincare, makeup, and environmental responsibility. It can be used on skin and hair as the scalp.



AQUA AURA – NAYUE COSMETICS INTERNATIONAL

A sensorial ultrafine mist featuring visible orange microbubbles and reef-safe SPF with patented marine actives. It delivers refreshing hydration and sun protection for both face and hair. The bi-phase water-oil formula (3:7) includes marine filters, antioxidant-rich ingredients (Astaxanthin, Niacinamide), and ultrafine spray technology for even application.

Jury's feedback: Merging skincare, reef-safe sun protection, and hydration. Fun to use with orange microbubbles and bi-phase texture.



Booth K9

Jury Members

Romain Gaillard - CEO / Founder of The Detox Market
Eva Lagarde - CEO & founder - re-sources.co

Marta Ponzone - Founder of TERRA Innovation Studio,
Leila Rochet - CIO Cosmetics Inspiration & Creation



The Trends Area

In the beauty industry, certain agencies stand out for their unique contributions. MakeUp in Paris offers the opportunity to meet them—whether they are specialists in Asian markets, key players in beauty trends, champions of foresight and innovation, trend forecasters, or experts in social intelligence and branding.

Each agency plays a vital role in helping brands navigate the complex beauty landscape, offering deep insights into consumer expectations. Together, they help shape the future of beauty and inspire innovation across the industry.

The MakeUp in NewYork 2025 program confirms the presence of several standout trend and strategy agencies, each offering unique expertise to help brands navigate the evolving beauty landscape. While the full list of agencies has not yet been published, the event highlights the opportunity to meet:

- **Specialists in Asian beauty markets**
- **Trend forecasting agencies**
- **Experts in beauty innovation and foresight**
- **Social intelligence and branding consultants**

These agencies play a crucial role in decoding consumer expectations, identifying emerging trends, and inspiring innovation across product development, marketing, and brand strategy

- Asia Cosme Lab
- BEAUTYSTREAMS
- Circana
- Cosmetics Inspiration & Creation
- **NEW:** Daash Intelligence
- **NEW:** Future Snoops
- Mintel
- Peclers Paris
- Spate

You will find in appendix some insight provided by our partners:

- **BEAUTYSTREAMS** highlights how inflation is reshaping U.S. consumer behavior, urging brands to adapt with agility, transparency, and emotional storytelling.
- **Consumers are prioritizing essential categories like oral care and skincare**, while deprioritizing cosmetic procedures and tools.
- **The perception of 'Made in the USA' is evolving**—Gen Z expects ethical, sustainable, and socially responsible production.
- **Spate identifies emerging beauty trends through digital behavior**, emphasizing wellness-driven skincare, expressive hair trends, and hybrid products that combine convenience and efficacy.
- **Asia Cosme Lab reveals innovations from Japan, China, and Korea**, including fragranced setting mists, pore-correcting foundations, and jelly-textured cosmetics that reflect cultural and sensorial preferences.

MakeUPⁱⁿ World

■ ■ ■ SKINCARE & MAKEUP INSPIRATION



THE
EVENT
BOOSTING
INFINITE
BEAUTY
INNOVATION

MakeUp in: A worldwide journey

MakeUp in Events Boosting Infinite Beauty Innovation

MakeUp in reaffirms its position as a creative catalyst and trend incubator for the global beauty industry. With its unique "glocal" approach—global in vision, local in execution—the event bridges continents and cultures, offering a platform where international innovation meets regional market intelligence. From formulation to packaging, from consumer insights to cultural shifts, The MakeUp in shows are where the most visionary voices in beauty come together to decode the future and ignite creativity.

"The event boosting infinite beauty innovation" is more than a tagline—it's a promise. A promise to inspire, to connect, and to empower the industry with the tools and insights needed to shape tomorrow's beauty.

Next beauty stops





MakeUp in CSR commitment

At MakeUp in events, our goal is to go beyond merely connecting industry players.

MakeUp in is committed to making a real impact by implementing concrete actions that address environmental challenges. Whether it's minimizing plastic waste or promoting sustainable practices, our team strives to create a greener, more ecofriendly event experience.



Collect & recycle all lanyards at the end of each show



Going plasticfree: no plastic badge holders at any of our events; no aisle carpets



Glo.cal (Global + Local) shows: international offerings tailored to local markets



Reusing booths and furniture from one edition to the next

MakeUp in Accessibility commitment



As part of its global MakeUp in World commitment, the MakeUp in event series is dedicated to fostering an inclusive, accessible, and welcoming environment for all participants—regardless of physical ability, background, or needs. This commitment is reflected across all editions of the show.



At MakeUp in NewYork, this promise takes concrete form at the Javits Center, a venue that actively ensures accessibility for all. The facility is equipped with sidewalk ramps, automatic doors at all street levels, accessible restrooms, and elevators. Motorized mobility devices are permitted for individuals with mobility impairments, subject to reasonable safety guidelines.



Additionally, a member of the MakeUp in team will be available on-site and speaks American Sign Language (intermediate level) to assist participants who may require it.



For any questions or concerns regarding accessibility, attendees are encouraged to contact the Javits Center's Security and Safety Solutions Department at (212) 216-2196 during operating hours, or email the ADA Coordinator at ADA@javitscenter.com.

About the Organizers



Sandra Maguarian
Co-founder

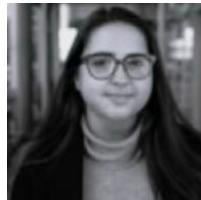


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CHERRAF-BONNEVILLE**
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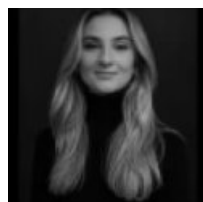


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excluding Italy



Galilea CERON
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– European market
excluding Italy

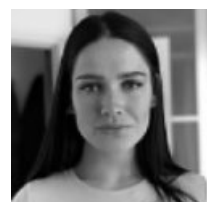


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About Infopro Digital



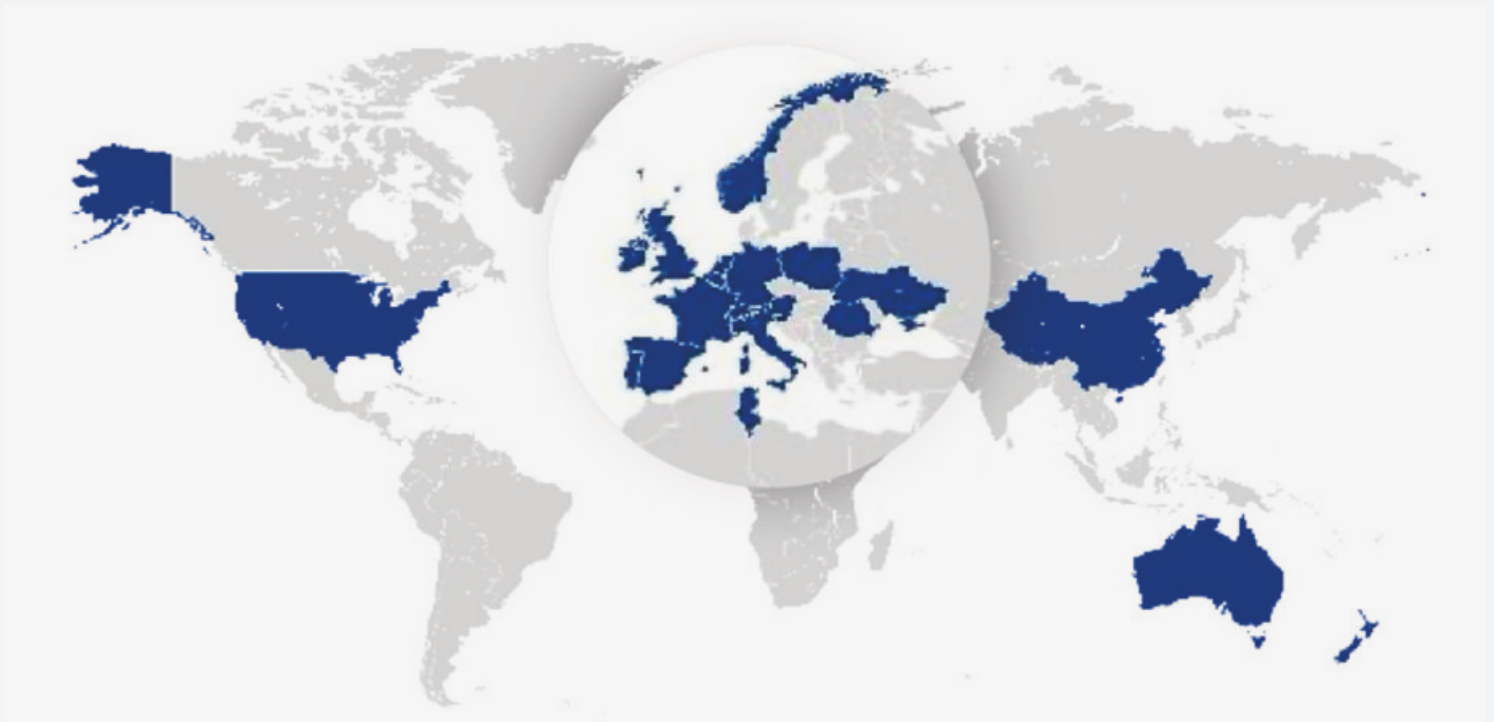
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Leveraging the group's sector expertise, Infopro Digital addresses the full spectrum of professional needs. Its innovative solutions serve communities across five key economic sectors: Construction & Public Sector, Automotive, Risk & Insurance, Industry, and Retail.

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Key figures



Top 10

French Tech
Company



4.000

People



€630m

Turnover



20

Countries



500.000

End-users



Contact

We'd be delighted to meet you — feel free to contact us! We can chat over coffee during the show or online.

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We look forward to welcoming you on 17 & 18 September 2025 at the Javits Center



APPENDIX

Perspectives and Opportunities

BEAUTY IN FLUX: making sense of shifting consumer sentiment amid rising costs by BEAUTYSTREAMS

A recent proprietary **BEAUTYSTREAMS** survey conducted among over 1,000 U.S. respondents reveals a striking reality: U.S. consumers are not only reevaluating their beauty and wellness priorities, but doing so with notable speed and discernment.

Even modest price increases of 10%-20% are enough to prompt reduced spending or brand switching for over half of those surveyed. As inflation solidifies into a long-term condition, sentiment is fluid and consumer behavior is adapting faster than many brands anticipate.



A New Value Equation Emerges

Essentials such as oral care, hair care, and facial skin care remain protected, regarded as core to hygiene, identity, and daily wellness. Over 60% of consumers say they would continue to buy oral care products even in the face of rising prices. Hair care and facial skin care follow closely, supported by strong emotional and functional ties to consumers' sense of self and health.

In contrast, categories like nail products, beauty tools, and cosmetic procedures are being deprioritized or dropped entirely. These are increasingly framed as luxuries rather than necessities. For example, 21.59% of consumers say they would stop paying for cosmetic procedures altogether if prices rise by over 10%. Devices and tools face similar scrutiny, with over 20% of respondents likely to forgo them due to perceived lack of essential value.

Fragrance and make-up remain meaningful, but are shifting into a more intentional space. They are now seen as emotional anchors — bought when needed for mood or occasion, not routine. Brands must therefore shift from frequency-based strategies to emotional resonance and storytelling that supports self-expression and psychological well-being.

“Made in the USA” Needs a Purpose-Driven Reframe



The perception of “Made in the USA” is evolving. While still resonant among older generations, younger consumers require more than patriotic appeal — they expect alignment with sustainability, ethics, and social good. Only 5.7% of Gen Z say the “Made in the USA” label is “very important,” signaling a need to reframe domestic production as a symbol of transparency, ethical labor, and climate-conscious logistics.

With 69% of U.S. consumers willing to switch to local brands if foreign prices rise by 10-20%, domestic players are well-positioned — but only if they can deliver on values. Messaging must shift from nationalism to purpose, tapping into themes like local reinvestment, shorter supply chains, and social responsibility.



Intentional Beauty and Redefined Loyalty

What emerges is a market where price is no longer just a number — it's a signal of trust, efficacy, and brand values. Consumers are redefining what they need, what they're willing to pay for, and why. Price now communicates more than cost: it reflects fairness, ethics, and brand integrity.

Consumer loyalty is also being redefined, especially among Gen Z and male shoppers. These cohorts are highly open to brand discovery but demand personalization, speed, and digital fluency. For them, loyalty stems not from repetition, but from relevance and adaptability.

Strategic Takeaways for Brands

The full report urges brands — both domestic and international — to treat inflation not as a setback, but as a strategic pressure test:

- **For U.S. brands:** The imperative is agility. Launching price-accessible formats, smaller sizes, or bundles can maintain accessibility. Transparent messaging that justifies cost through ethical sourcing, performance, and community impact is vital.
- **For non-U.S. brands:** Tariffs and inflation create a “trial window.” With nearly 70% of U.S. consumers open to switching if foreign products become more expensive, now is the time to build trust through transparency, local partnerships, and culture-forward storytelling.
- **Across the board:** There's growing demand for at-home beauty rituals that blend efficacy with emotional uplift. Reframing tools, treatments, and even basics like body care as part of wellness rituals can retain relevance. Hybrid and sensorial formats, personalization, and skinification across categories are also opening new avenues for connection.

In the age of inflation, beauty isn't disappearing — it's being redefined. Brands that engage with clarity, cultural fluency, and multidimensional value will not only weather the storm, but lead a more intentional and resilient era of beauty consumption.

BEAUTYSTREAMS

BEAUTYSTREAMS is the first global beauty industry reference and an indispensable resource for beauty industry professionals. Catering to industry insiders across the full beauty supply chain — from R&D teams and raw materials manufacturers to marketers, retailers and distributors — BEAUTYSTREAMS provides two exclusive services to help beauty professionals meet their objectives.



EMERGING THEMES IN BEAUTY: early trend signals with big potential by SPATE

The rules of beauty are being rewritten, and we're seeing a shift toward something more personal, more purposeful. Consumers today are seeking products that work, align with their lifestyle, and reflect their individuality.

Skincare, for one, is getting a wellness upgrade. Interest is building around barrier-strengthening ingredients, microbiome-supportive formulas, and treatments that mimic clinic-level results. These aren't just buzzwords — they signal a growing demand for products backed by science, education, and transparency. Still, the average shoppers are just starting to scratch the surface of what these solutions do, which leaves room for brands to lead with clarity.

On the other hand, beauty is also becoming a platform for self-expression. Vivid trends like sunset hair and patchwork-style dyes are making it clear: consumers want to experiment, especially with their hair. They're not afraid to mix it up, and they're seeking out products that let them do just that, without long-term commitment or complexity.

Convenience, meanwhile, remains non-negotiable. Beauty routines are getting faster and smarter, with products that multitask, from SPF-infused setting mists to lip glosses that hydrate like serums. These hybrids are winning over consumers who want effectiveness without extra steps. Social media, especially TikTok, continues to shape these preferences, turning viral trends into instant must-haves.

These emerging habits offer a window into where beauty could be heading next. By tracking real-time digital behavior — from search spikes to social chatter — this report captures the early momentum behind the trends poised to define the future. For brands, tuning into these shifts now mean staying one step ahead of what consumers will want next.

SPATE

Spate analyzes over 20 billion search signals and 700 billion TikTok views to identify the next big trend in beauty. Through search, consumers reveal their most secret selves, offering a clear and honest picture of consumer interests to brands.

Over 100 of the top beauty brands, such as L'Oreal, Estée Lauder, and Olaplex, leverage Spate data for product development and marketing. Contact Spate today to learn more.



ASIAN MAKEUP: FRESHNESS AND INNOVATION BY ASIA COSME LAB

FROM JAPAN

KEY CONCEPT: At the crossroads of makeup and fragrance, **refreshingly fragranced makeup fixing mists** are an invigorating summer fix for makeup and mind. ATTENIR launched a limited-edition **makeup setting mist in three scents in Japan:** Lime & Mint, Italian Limone & Mint and Passion fruit & Citrus. OSAJI NUANCE SKIN FIX MIST is **infused with Seseragi scent - an invigorating peppermint-based essential oil blend, that even refreshes the mood.**

KEY TEXTURE: Next-generation lip glosses focus on lip care, **incorporating the latest ingredients to enhance the fullness of bare lips.** In Japan, By TTT LIP CARE ESSENCE contains glutathione, while FAS's developed a new LIP SERUM enriched with the same ingredient as their skincare range: fermented ceramides and fermented black rice to nourish and care for the skin.



FROM CHINA

KEY CONCEPT: makeup for dynamic and active lifestyle. JUDYDOLL launches its first sub-brand, JUDYDOLL LIVE, featuring high-performance makeup specially crafted for dynamic, active moments, ensuring flawless beauty during sports and outdoor activities»; 5 Protections»—waterproof, sweat-proof, sun-proof, smudge-proof, and heat-resistant—paired with a «Zero Feel» promise: zero stuffiness, zero greasiness, zero cakiness, zero stickiness, and zero film-like residue.

KEY TEXTURE: trendy textures rise in the continuity of the famous lip “muds” – creamy comfort mattes that allow line-free lips such as PERFECT DIARY ESSENCE LIP CREAM. Formulated with Sodium Hyaluronate and Squalane, effectively **hide lip lines, keep the lips moisturized and plump** at all times.



FROM KOREA

KEY CONCEPT: **Pore coverage** is a key claim for Korean complexion new launches and brands now innovate with ingenious claims such as **pore “color correction” or pore “shadow” coverage**. ESPOIR has launched in April Amore Pacific group's first foundation proven to correct the pore color (brightness, redness and yellow tones). WAKEMAKE launched SEAMLESS WEAR FOUNDATION SPF30+ PA+++ in bright ivory shade that **brightens the dark pore shadow**, creating a lightweight fresh pore coverage.

KEY TEXTURE: **The jelly powder or jelly balm format**, nicknamed the « blotting paper balm » is hot on Korean social media. The new launches from ETUDE SEBUM SOAK JELLY POWDER - a **transparent jelly** powder that absorbs excess sebum, blurs pores and uneven skin texture, and from HOLIKA HOLIKA MY FACE PIECE CONCEALER are all out of stock in Korea



Asia Cosme Lab is a French trend and innovation consulting agency, expert in Asian cosmetic markets:

- A unique French perspective on the Asian beauty market
- Enriched by a multicultural and enthusiastic team of Asian beauty experts based in Paris.
- Offering since 2003 decoding and insights into key trends in the Asian beauty markets
- Offering trend analysis and tailor-made innovation consulting to boost and challenge your inspiration to create tomorrow's best products.